AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1. (Currently Amended) A system for scheduling the distribution and play of advertising content on remote devices utilizing a network, comprising:

(a) a database for storing advertising content;

(b) a server coupled to the database, the server being capable of receiving input preferences relating to play scheduling parameters selected from the group consisting of: frequency, interval, time of play, trigger events, and category filtering:

(c) a scheduling algorithm executed on the server for generating schedul[e]ing data utilizing the input preferences, the scheduling algorithm being based on predetermined methods of processing the input preferences; and

(d) a network [coupled between the database and the server] for distributing the advertising content and the schedul[e]ing data to a plurality of output devices.

2. (Currently Amended) The system recited in claim 1, and further comprising at least one remote communicative device coupled to said network for receiving and responding to said schedul[e]ing data to communicate said advertising content to at least one of said display devices, said remote communicative device being capable of storing the advertising content and schedul[e]ing data so that it can continue to function in the event of a loss of coupling with said network.

3. (Currently Amended) The system recited in claim 2, wherein said remote communicative devices include at least one remote server, and at least some of said [output] display devices are coupled to the network via an associated remote server, the associated remote server being capable of distributing the advertising content data to the associated display devices for display in accordance with [and] the schedul[e]ing data [to the associated output devices].

4. (Currently Amended) The system recited in claim 2, wherein [the] each remote server provides security between the associated [output] display devices and the network.

5. (Currently Amended) The system recited in claim 1, and further comprising a user interface coupled to the network for allowing a user to input and/or modify at least one of the schedul[e]ing data and the advertising content.

6. (Currently Amended) The system recited in claim 1, wherein the schedul[e]ing data is stored in the database with the advertising content.

7. (Currently Amended) The system recited in claim 5, wherein a tag associated with the schedul[e]ing data is stored with the advertising content.

8. (Currently Amended) The system recited in claim 1, wherein the schedul[e]ing data is stored in a database separate from the database in which the advertising content is stored.

9. (Currently Amended) The system recited in claim 2, and further comprising a user interface coupled to the network for updating the schedul[e]ing data.

10. (Currently Amended) The system recited in claim 1, wherein advertising content from a variety of channels is distributed simultaneously to various ones of the output displays [devices].

11. (Currently Amended) The system recited in claim 1, wherein the database can receive and store and can be queried for information associated with at least one of the group consisting of billing, statistical analysis, merchandise, and performance monitoring.

12. (Currently Amended) The system recited in claim 1, and further comprising a gaming device coupled to the server, the gaming device being capable of communicating advertising content associated with gaming.